WHICH CAME FIRST...

THE CHICKEN OR THE EGG?

A Case Where the Chicks Come First...

To most people it makes little difference which came first, the chicken or the egg—but ask an experienced poultry man! To him it's all-important, for his success depends on the careful selection of his flock. Chicks that come from the right parents—healthy breeding birds with a record for better than average egg production—will commence following the example of their parents at an early age. They grow faster and give better egg production, too. Husky chicks mean there is less chance for sickness . . . more assurance that every pound of feed will go towards the making of a profitable flock.

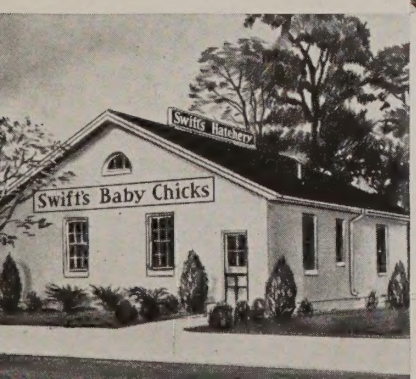
Here's Why Swift's Baby Chicks Grow Faster . . . Lay Better Eggs!

1. Swift's breeding flocks are carefully selected by Swift's hatcheryman to make sure that *every* bird is vigorous, true to breed type. Egg and meat production and early maturity are of first importance in Swift breeding flocks.

2. Each bird in the breeding flock is tested for B. W. D. Every Swift breeding flock is given the rapid antigen whole blood test to help safeguard Swift's Baby Chicks from pollorum disease (B.W.D.)

3. Breeding flocks are properly fed . . . comfortably housed to insure normal, strong hatching eggs. Plenty of the right kind of laying mash insures correct nourishment during the 21 days of incubation.

4. Every egg set in the Swift hatchery is carefully inspected. Size and shape are carefully scrutinized; interior quality, cleanliness, and shell texture are all carefully checked on every egg set.



5. The Swift hatchery is a model of sanitation and neatness. Swift's Baby Chicks are carefully protected during those all-important first few weeks. Modern incubators and sanitary surroundings help insure strength and health.

6. You get expert poultry service free. Your Swift hatcheryman is well qualified because of his technical training and practical experience to help with your culling and make suggestions for the improvement of your flock.

Chicks Purchased from the Swift's Hatchery . . .

Chicks purchased from the Swift's hatchery are just this kind of chicks. Soft bundles of down now, but they have inherited a vigor and sturdiness from their parents that will start them paying early dividends. (Over 50 years of experience in the poultry and egg business are behind the selection of the breeding flocks that produce Swift's Baby Chicks.) By culling out older hens and adding big-bodied pullets each fall, many farmers in your community are keeping their flocks consistently productive. They do this by buying Swift's Baby Chicks early each year. They find it the only practical way to improve a flock in a single season.

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